

REQUEST FOR PROPOSALS (RFP) #13-10

DEVELOPMENT OF THE CHALLENGE LIVE INTERACTIVE WEBSITE FOR THE GREEN HOMES CHALLENGE PROGRAM

SUMMARY

SCOPE:

Frederick County, Maryland, (hereinafter called the “County”), is seeking proposals from qualified firms (hereinafter called “Contractor”) to implement a new interactive website called Challenge Live. The website shall incorporate elements for all three components of the Green Homes Challenge Program which are Power Saver, Green Leader and Renewable Star.

The Contractor will meet with the Efficiency Energy Access Project Coordinator (EEAP) and Office of Sustainability and Environmental Resources (OSER) staff regarding goals and aspirations for the audience understanding, web platform and overall Green Homes Challenge within one week of Notice to Proceed by the County.

BACKGROUND:

The Frederick County Office of Sustainability and Environmental Resources (OSER) operates a residential outreach program called the Green Homes Challenge (GHC) comprised of three components: Be a Power Saver, Be a Green Leader and Be a Renewable Star. The three Challenges help households to conserve energy to make their homes more environmentally-friendly and use renewable energy respectively. Participating households can certify in any of the three Challenges by completing the required steps and actions that have point values. Each challenge has a point value threshold that the household must reach in order to certify.

One component of the EEAP is the development of the Challenge Live Website. OSER aims to engage Frederick County households with a new interactive website called Challenge Live that incorporates elements for participation in all three components of the Green Homes Challenge - Power Saver, Green Leader and Renewable Star. Some participating households have had difficulty navigating through the steps and actions required for each Challenge so the goal of the Challenge Live Website is to overcome those barriers by making participation and certification in the program easy to do and understand. Challenge Live will include user accounts, tracking of completed steps and actions, motivational components, and online forms. OSER will provide all website content which the Contractor must effectively package and present via the website. The website will also allow for program sustainability beyond the scope of GHC funding and therefore should require little maintenance by staff beyond its initial inception.